

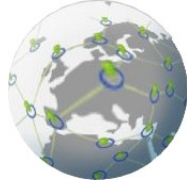
*Telecom Commissioner
Viviane Reding*

Launch of the European Directory by the Commission

On the 8th of October 2009 Commissioner Viviane Reding welcomed in Brussels 32 new signatories of the Code of Best Practices for Women and ICT and unveiled a new tool – an online Directory for Women in ICT:
<http://www.ictwomendirectory.eu>



Commissioner Reding pointed out *'the EUD will cover three different areas: technology, community building and business. The Directory gathers in one place all activities, legislation, statistics and soon also job offers, related to women in ICT, to give an overview of what is happening in the field across Europe, and establish collaboration and networks between the different actors. 1000 stakeholders will be invited to join the Directory.'*



Michael Gorriz
President EuroCIO, Chair of the e-Skills ILB Board



Jan Muehlfeit
Chairman EMEA Microsoft, Chair of the e-Skills ILB Board

The Board of Directors of the e-Skills Industry Leadership Board has the 24th of June 2009 agreed to include the **‘Women in Technology’** issue as one of their four key areas to **‘Lead the development of e-Skills for the future in the period 2009-2011’**

and to collaborate with the European Centre for Women and Technology around concrete initiatives.

The 27th of January 2010 the e-Skills ILB has confirmed its endorsement of the European Directory of Women and ICT.

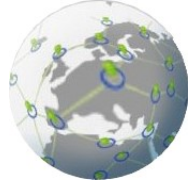


The ILB is proud to support the European Directory of Women and ICT launched by the European Commission as the meeting point for women ICT in Europe, and recommends for the ILB Members to join the European Directory - EUD.
URL: <http://www.ictwomendirectory.eu>

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27.1. 2010

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BRUSSEL, Jan 27th, 2010
Jan



Nancy Pascall
Gender and ICT Advisor, European Commission DG INFSO

Why a European Directory?

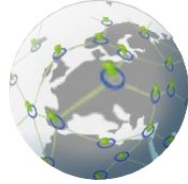
The Commission and more specifically Directorate General Information Society and Media, has since 2005, launched and supported a number of initiatives at European, international and national level with the goal to enhance the presence of women in the ICT sector, to ensure the availability of the necessary human resources, to encourage diversity in the design and production of technology and finally to open the magic world of technology to the part of the population that does not benefit from its advantages.



The ultimate aim of these initiatives was and is, to encourage young women to choose to study and work in the sector and to ensure their participation in the use, design and production of information and communication technologies and services.

With setting up the European Directory of Women and ICT (EUD) we desire:

- first and foremost to put an end to fragmentation and repetition of activities;
- to facilitate access to and the sharing of information regarding initiatives relating to the participation of women in the ICT sector;
- to support the exchange of experiences and best practices through setting up a European level database which will form the basis for identifying key indicators and carrying out of a European level benchmarking and monitoring and
- to initiate web-based collaboration between the stakeholders.



Eva Fabry
Director of the ECWT, EUD project manager

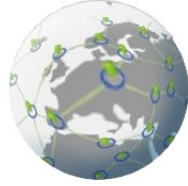
What is the EUD?



Basic Principles

Web Technology	Web Community	Web Business
<p>Basic Principles:</p> <ul style="list-style-type: none"> • CollaborationWare • Ecospace - process oriented collaboration • Extensible: interoperability multilingual, multipurpose • Multilevel and Strict Authentication • Easy to use 	<p>Basic Principles:</p> <ul style="list-style-type: none"> • Structured community building by a critical mass of empowered users • Collaboration across regions, across sectors, across scales, across times, across and within stakeholders • Multi-stakeholder and multi-sector interaction • Transparency • IPR 	<p>Basic Principles:</p> <ul style="list-style-type: none"> • Compliance • Social innovation • Open business model
<p>Core philosophy:</p> <ul style="list-style-type: none"> • Web as platform • Software as a Service (Saas) 	<p>Core philosophy:</p> <ul style="list-style-type: none"> • Collectively designing a structured megacommunity knowledgebase • Users contributing to marketing, dissemination and leveraging of resources, research and progress 	<p>Core philosophy:</p> <ul style="list-style-type: none"> • People and technology interaction (context) driven services





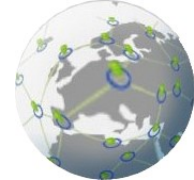
Eva Fabry
Director of the ECWT, EUD project manager

The European Directory is a **new ecospace for all stakeholders** (public, private, academia, NGOs, networks, clusters, projects and individual users) interested in measurably and significantly increasing the number of girls and women in the knowledge based economy in general and in ICT in specific. EUD is built on the Directory teams specific philosophy about the three core aspects of the web: web technology, web community and web business. The core philosophy behind the **EUD** in regard to **web technology is to focus on web as a platform and to offer EUD services through Software as a Service.**

The EUD is based on an **innovative network portal and collaboration-ware** with the basic aim to promote girls' and women's orientation towards and presence and participation in ICT and related sectors. The European Directory serves as a **common European knowledge-base** (a set of searchable databases of existing European policy documents and legislation in support of women and technology issues, of all key stakeholders, their activities, interventions and good examples of women and ICT) **and a platform for interaction** between the registered stakeholders. The EUD serves also as a **European level benchmarking and monitoring tool for the Code of Best Practices for Women and ICT.** The EUD desires to make a **real difference through the EUD CollaborationWare** to which **EUD Members** get access as a registered member.

By using the European Directory **EUD MEMBERS CAN**

- Increase their visibility and present and market their activity towards the targeted mega-community on regional, national, European and global level;
- Promote their personal mobility, entering or re-entering the labour-market;
- Expand and develop their e-skills to stay competitive;
- Find the right contacts and support to speed up commercialization of their research
- Find support for their entrepreneurship in technology areas or to integrate technology in their entrepreneurship;
- Find support to their technology innovation and speeding up transfer and commercialization of their knowledge;
- Search for and find partners for European and global projects around the key issues of women and technology and for leveraging their previous projects and research;
- Have access to tools to manage their projects in a quality certified and fully transparent way;
- Find partners and tools to carry out European and global level benchmarking and monitoring of impacts;
- In collaboration with EUD members develop new services and manage complex (business) processes customized to their needs!



Myriam Diocaretz
*Extraordinary Professor, Socrates Chair in Humanism and Digital Society,
Tilburg University, the Netherlands*

The EUD Web Community for Women in ICT

The European Directory fully represents the kind of new platforms of our times, as a medium for a dynamics which will enable the multi-sector communities to share and develop business modeling for ICT professional collaboration.

The core philosophy of the EUD has two key aims:

The first one is to design collectively a structured mega-community knowledge-base. How will this be achieved? Through *its three basic Principles*, of which one consists of a **structured community-building** carried out by a critical mass of empowered users.

The European Directory is an organic environment community. Its potential lies in its growth, as of today when we are launching it, through multiple participatory collaborations with a flexible interaction which will be advanced, used, nourished by its members.

The corporate sector will make a key contribution:

*In order to involve young women and to give them ICT professional pathways, the corporate sector will make a contribution as **facilitator**, providing thus one of the pillars for women to get career opportunities. In turn, the European Directory will act as a **catalyst** for the business sector.*

The multi-stakeholder and multi-sector interaction is situated in this new

knowledge environment for collaboration across regions, across sectors, across scales, across times, across and within stakeholders.

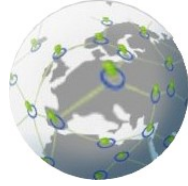
The interactions within the communities will build career-pathways for young women and returners by:

- linking all stakeholders involved in the development of ICT,
- generating collaboration between the educational sector, the corporate sector, SMEs, ICT clusters and projects, networks, NGOs, private-public partnerships, as well as individual experts, strategic thinkers, leaders, etc.,
- connecting Training, Research and Development with corporate needs, and
- empowering women in ICT.

•The stakeholders not only will interact with one another, but also will grow through an interaction based on cooperation to support women in ICT.

The European Directory is a solution, and as such it is an enabling tool to develop collaboration platforms as a pillar for new clusters for innovation and competitiveness.

In this way young women and returners with ICT competence profiles will play an active role in gathering cutting-edge expertise, in developing services and products, and will be empowered to contribute to the knowledge economy and the quality of life.



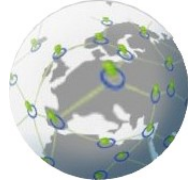
Sasha Bezuhanova
Hewlett Packard, CEE Public Sector Director

Europe will face substantial economic challenges if female workforce and talent are not leveraged adequately.

- Active workforce population in Europe will drop by about 25 million by 2036 – if the female employment rate does not change
- Demand for highly skilled employees will increase by about 30% by 2020
- Not leveraging the female talent pool and benefits of diversity will bring a competitive disadvantage.

The added value of the EUD approach is focusing on people and technology interaction (context) driven services. The EUD is an important contribution to getting more women into ICT and related sectors.

Hewlett Packard is fully committed to supporting the careers of women in ICT. HP has also signed the Code of Best Practices for Women in ICT. Through the e-Skill ILB we are supporting the EUD and the work of the European Centre for Women and Technology (ECWT).



Flemming Wagner
ECWT Collaboration Director,
EUD Project WP 4 Dissemination, Exploiting and Marketing

EUD Statistics first 3 months

Registration of stakeholders – EUD Members

Stakeholders in countries:



* Stakeholders seated in EU are not taken into account here.

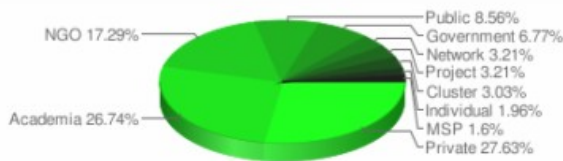
Stakeholder's activity – Registered information in EUD

Stakeholders in countries:

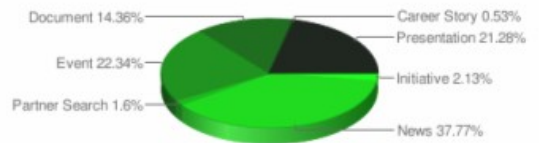


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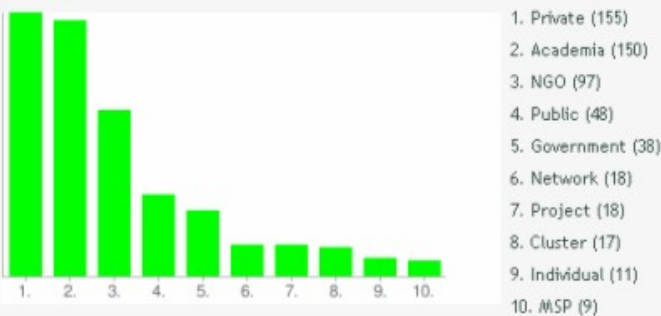
Organisation types rate:



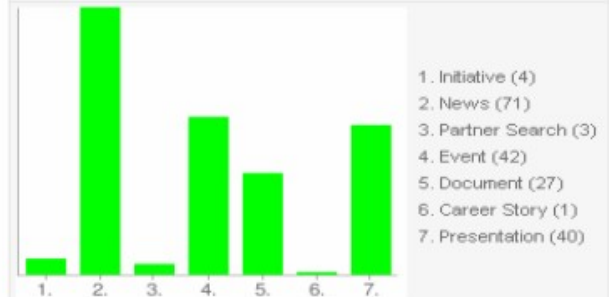
Record types rate:

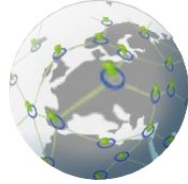


Organisation types rate:



Record types rate:





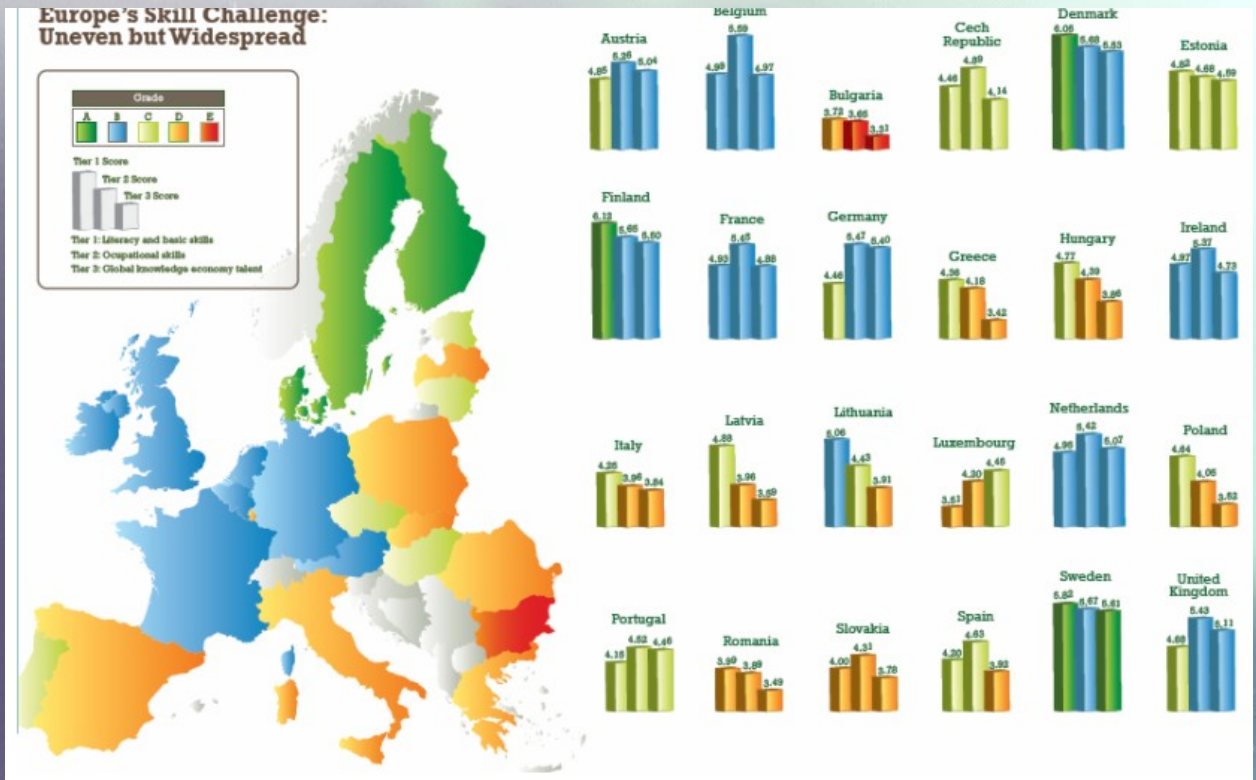
Flemming Wagner
ECWT Collaboration Director,
EUD Project WP 4 Dissemination, Exploiting and Marketing

The first three months of the directory demonstrate a strong proactive attitude of businesses both corporates and SME-s. To create the prerequisites of a European level collaboration of all stakeholders considerable efforts are needed to activate also key public stakeholders.

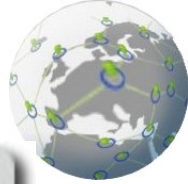
Clustering of stakeholders is the next step that we envisage as a key motivator for increased interaction between the partners both on national and regional level as well as between

different stakeholders within the different sectors.

In regard to the geographic distribution of users we hope to attract many new members during the next three months also from the Southern European and the Eastern European countries. Of course the tendencies visible in the European Directory after the first three months clearly reflect the tendencies prevailing in regard to Europe's skills challenge[1]:



[1] Insead – Microsoft study:
Who cares? Who dares? – Providing the skills for an innovative and sustainable Europe, prepared for the European Business Summit 2009.



Dr Patrice Braun
Director of the Asia-Pacific Centre for Women & Technology (APCWT) and Deputy Director of the Centre for Regional Innovation & Competitiveness (CRIC), University of Ballarat, Australia



Sonja Bernhardt
CEO and Director of ThoughtWare, Founder of WIT, Women in Technology and Co-founder of AWISE – Australian Women in IT, Science and Engineering



Vibeke Gjøsdal
Partner SecuRisk, Norway

Visionaries about the use of EUD

Women are a vastly under-utilized resource in the workforce, in business, in education and as leaders.

The European Directory is a unique multi-stakeholder collaboration platform that sets a best practice example for all of us engaged in mainstreaming women in the knowledge economy. APCWT intends to model its Asia-Pacific Women and Technology platform on EUD to assist sustainable regional development, leverage demand for skilled employees and women-led business opportunities.

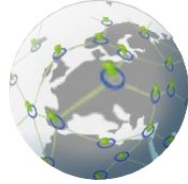
Streamlining and linking our platforms will be a key step towards global action and implementation of a sound code of practice for and with women.

I find the EU Directory site are pretty AMAZING, action packed and full of interesting information. I started to look thinking I would semi review and instead found myself fascinated following leads and links and being informed. I never got lost despite the maze of information and linkages.

At first I was a little overwhelmed at the wide variety of areas to navigate but quickly and easily navigated. It seems to have the latest in RSS feeds and use of smart material downloads/videos etc.

I offer my congratulations to the EUD team for creating this collaborative effort and know that it will guarantee success for all participants and has set the benchmark across the globe.

We see the EUD as a powerful tool for making security, risk management and compliance a possible task for SMEs and projects. We plan to customize the EUD platform to our own purposes focusing on security and risk management, governance and compliance of public and private actors both on national level and in a European context. We are looking forward to collaborating with stakeholders interested in working in a practical and process oriented way.



Eva Fabry
Director of the ECWT, EUD project manager

Based on an agreement about the marketing, dissemination and commercialization plan with the European Commission, the ultimate goal ahead of us is to carry out until the end of 2011 a regional mapping of resources, research and initiatives and projects.

This analysis will give the European Commission and all stakeholders a clear overview about the state of the art in regard to women and technology issues and a thorough ground for coming to an agreement about a Blueprint for Progress.

Another big challenge is to demonstrate how the National Point of Contacts of the European Centre for Women and Technology that plan to build their work on the EUD platform can

develop services on a national level in line with the needs of the national and regional stakeholders.

Finally an area where we already experience a real need for our services is using the EUD platform for EU project management and dissemination as well as European level benchmarking and monitoring.

I firmly believe that the process we started is irreversible and the more stakeholders we get on board, the clearer understanding all stakeholders will get, about the synergies of virtual clustering and the possibilities for jointly developing new e-services and products.

For more information and questions related to marketing, dissemination and sustainability please contact:

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